

Savannah Bateman

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Emma Neal
Senior Hiring Manager
Sears
(543) 210-9876
e.neal@youreemail.com

Dear Ms. Neal,

Last fiscal quarter, I achieved a customer retention rate of 95% while growing my client base by 22%. My expert knowledge of my company's product range and ability to build meaningful professional connections inspired confidence and loyalty in my clients. I hope to bring the same level of growth to the sales representative role at Sears.

Sears' dedication to understanding local homeowners' needs is an ideal setting for a representative with my skills and three years of sales experience. As a driven individual with in-depth local knowledge, I hope to help Sears significantly increase its revenue in 2021. My most recent achievements include:

- Designing a local market research project to improve targeting of products and services, resulting in a revenue increase of 43% in 2020
- Achieving consistent sales figures of \$30,000 and above every fiscal quarter
- Converting 81% of new leads into actual sales, with 62% becoming repeat customers

I'd like to explore with you how my strong sales technique and strategic planning abilities can make me a valuable addition to the Sears sales team. Please let me know a suitable interview date.

Sincerely,

Savannah Bateman

P.S. I am excited to share why I was named Salesperson of the Month in January 2021!